WHAT IS CLAIMED IS:

1. A prize advertisement service system where a desired advertisement is conducted by conducting a prize advertisement is conducted on a communication network, and data about applicants who apply for said prize advertisement is collected, comprising:

(a) a first terminal of a prize advertisement presenter who presents a prize advertisement;

(b) a second terminal of a user who applies for said prize advertisement; and

(c) a server of a service provider which connects said first and second terminals to each other through a communication network,

said server including functions of:

(c1) registering prize advertisements into said server in accordance with prize advertisement information received from said first terminal;

(c2) registering a user who wants to apply for said prize advertisements, in accordance with user information received from said second terminal;

(c3) selecting one or more prize advertisement(s) which matches to said user, among the registered prize advertisements, in accordance with said user information;

(c4) transmitting data indicative of a list of the selected prize advertisement(s), to said second terminal;

(c5) receiving an application of said user for one or more prize advertisements among the listed prize advertisement(s), from said second terminal; and

(c6) transmitting the user information of said user having applied for said prize advertisements, to said first terminal as applicant data indicative of an applicant or applicants applying for said prize advertisement(s).

2. The prize advertisement service system as set forth in claim 1, wherein

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said server determines the number of prize advertisements listed in said list, in accordance with an application frequency predetermined in said user information, when said server selects said one or more prize advertisement(s).

3. The prize advertisement service system as set forth in claim 1, wherein said server further has a function of administrating the number of applications of a user for said prize advertisement(s) listed in said list, and deciding presenting a special award to a user who applied for said prize advertisement(s) by the predetermined number.

4. The prize advertisement service system as set forth in claim 1, wherein said first terminal has a function of selecting one or more applicant(s) among the applicants identified by said applicant data transmitted from said server, for presenting a prize identified in said prize advertisement(s) thereto, by drawing lots.

5. The prize advertisement service system as set forth in claim 4, wherein said first terminal further has a function of managing delivery of a prize presented in said prize advertisement(s), to the selected user(s), based on the result of said lots.

6. The prize advertisement service system as set forth in claim 3, wherein said server further has a function of drawing lots for selecting one or more user(s) among the users to which said special award was presented.

7. The prize advertisement service system as set forth in claim 6, wherein said server further has a function of managing delivery of a prize to the selected user(s), based on the result of said lots.

8. The prize advertisement service system as set forth in claim 6, wherein said server further has functions of:

selecting one or more applicant(s) among the applicants of said prize advertisement(s), for presenting a prize identified in said prize advertisement(s) thereto, by drawing lots; and

transmitting data indicative of the selected applicant(s) to said first terminal as prize-winner data.

9. The prize advertisement service system as set forth in claim 8, wherein said first terminal has a function of managing delivery of a prize to said selected applicant(s), based on said prize-winner data transmitted from said server.

10. The prize advertisement service system as set forth in claim 5, wherein said prize transmitted from said first terminal to said second terminal of said selected applicant(s) is comprised of electronic data.

11. The prize advertisement service system as set forth in claim 7, wherein said prize transmitted from said server to said second terminal of said selected applicant(s) is comprised of electronic data.

12. The prize advertisement service system as set forth in claim 9, wherein said prize transmitted from said first terminal to said second terminal of said selected applicant(s) is comprised of electronic data.

13. The prize advertisement service system as set forth in claim 1, wherein said second terminal is comprised of a cellular phone.

14. A method of conducting a prize advertisement in a prize advertisement service system for conducting a desired advertisement and collecting data about

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applicants who apply for said prize advertisement,

said prize advertisement service system including:

a first terminal of a prize advertisement presenter who presents a prize advertisement;

a second terminal of a user who applies for said prize advertisement; and

a server of a service provider which connects said first and second terminals to each other through a communication network,

said method comprising the steps of:

(a) registering prize advertisements into said server in accordance with prize advertisement information received from said first terminal;

(b) registering a user who wants to apply for said prize advertisements, in accordance with user information received from said second terminal;

(c) selecting one or more prize advertisement(s) which matches to said user, among the registered prize advertisements, in accordance with said user information;

(d) transmitting data indicative of a list of the selected prize advertisement(s), to said second terminal;

(e) receiving an application of said user for one or more prize advertisements among the listed prize advertisement(s), from said second terminal; and

(f) transmitting the user information of said user having applied for said prize advertisements, to said first terminal as applicant data indicative of an applicant or applicants applying for said prize advertisement(s),

said steps (a) to (f) being to be carried out by said server.

15. The method as set forth in claim 14, further comprising the step of (g) determining the number of prize advertisements listed in said list, in accordance with an application frequency predetermined in said user information, in said step (c),

said step (g) being to be carried out by said server.

16. The method as set forth in claim 14, further comprising the step of (h) administrating the number of applications of a user for said prize advertisement(s) listed in said list, and deciding presenting a special award to a user who applied for said prize advertisement(s) by the predetermined number,

said step (h) being to be carried out by said server.

17. The method as set forth in claim 14, further comprising the step of (i) selecting one or more applicant(s) among the applicants identified by said applicant data transmitted from said server, for presenting a prize identified in said prize advertisement(s) thereto, by drawing lots,

said step (i) being to be carried out by said first terminal.

18. The method as set forth in claim 17, further comprising the step of (j) managing delivery of a prize presented in said prize advertisement(s), to the selected user(s), based on the result of said lots,

said step (j) being to be carried out by said first terminal.

19. The method as set forth in claim 16, further comprising the step of (k) drawing lots for selecting one or more user(s) among the users to which said special award was presented,

said step (k) being to be carried out by said server.

20. The method as set forth in claim 19, further comprising the step of (l) managing delivery of a prize to the selected user(s), based on the result of said lots,

said step (l) being to be carried out by said server.

21. The method as set forth in claim 18, further comprising the steps of:

(m) selecting one or more applicant(s) among the applicants of said prize advertisement(s), for presenting a prize identified in said prize advertisement(s) thereto, by drawing lots; and

(n) transmitting data indicative of the selected applicant(s) to said first terminal as prize-winner data,

said steps (m) and (n) being to be carried out by said server.

22. The method as set forth in claim 21, further comprising the step of (o) managing delivery of a prize to said selected applicant(s), based on said prize-winner data transmitted from said server,

said step (o) being to be carried out by said first terminal.

23. The method as set forth in claim 18, wherein said first terminal transmits electronic data to said second terminal of said selected applicant(s) as said prize in said step (j).

24. The method as set forth in claim 20, wherein said server transmits electronic data to said selected user(s) as said prize in said step (l).

25. The method as set forth in claim 22, wherein said first terminal transmits electronic data to said second terminal of said selected applicant(s) as said prize in said step (o).

26. A server to be used in a prize advertisement service system where a desired advertisement is conducted by conducting a prize advertisement is conducted on a communication network, and data about applicants who apply for said prize advertisement is collected,

said server being owned by a service provider, and constituting said prize advertisement service system together with (a) a first terminal of a prize

advertisement presenter who presents a prize advertisement, and (b) a second terminal of a user who applies for said prize advertisement, said server connecting said first and second terminals to each other through a communication network,

5   said server including functions of:

(c1) registering prize advertisements into said server in accordance with prize advertisement information received from said first terminal;

(c2) registering a user who wants to apply for said prize advertisements, in accordance with user information received from said second terminal;

10   (c3) selecting one or more prize advertisement(s) which matches to said user, among the registered prize advertisements, in accordance with said user information;

(c4) transmitting data indicative of a list of the selected prize advertisement(s), to said second terminal;

15   (c5) receiving an application of said user for one or more prize advertisements among the listed prize advertisement(s), from said second terminal; and

(c6) transmitting the user information of said user having applied for said prize advertisements, to said first terminal as applicant data indicative of an

20   applicant or applicants applying for said prize advertisement(s).

27. The server as set forth in claim 26, further including a function of determining the number of prize advertisements listed in said list, in accordance with an application frequency predetermined in said user information, when said

25   server selects said one or more prize advertisement(s).

28. The server as set forth in claim 26, further including functions of administrating the number of applications of a user for said prize advertisement(s) listed in said list, and deciding presenting a special award to a

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user who applied for said prize advertisement(s) by the predetermined number.

29. The server as set forth in claim 28, further including a function of drawing lots for selecting one or more user(s) among the users to which said special award was presented.

30. The server as set forth in claim 29, further including a function of managing delivery of a prize to the selected user(s), based on the result of said lots.

31. The server as set forth in claim 29, further including functions of:

selecting one or more applicant(s) among the applicants of said prize advertisement(s), for presenting a prize identified in said prize advertisement(s) thereto, by drawing lots; and

transmitting data indicative of the selected applicant(s) to said first terminal as prize-winner data.

32. The server as set forth in claim 30, wherein said prize transmitted from said server to said second terminal of said selected applicant(s) is comprised of electronic data.